

# MISSOURI DIVISION OF TOURISM

APRIL 2023 MISSOURI TRAVEL BAROMETER  
(DATA AVAILABLE AS OF 5/10/2023)

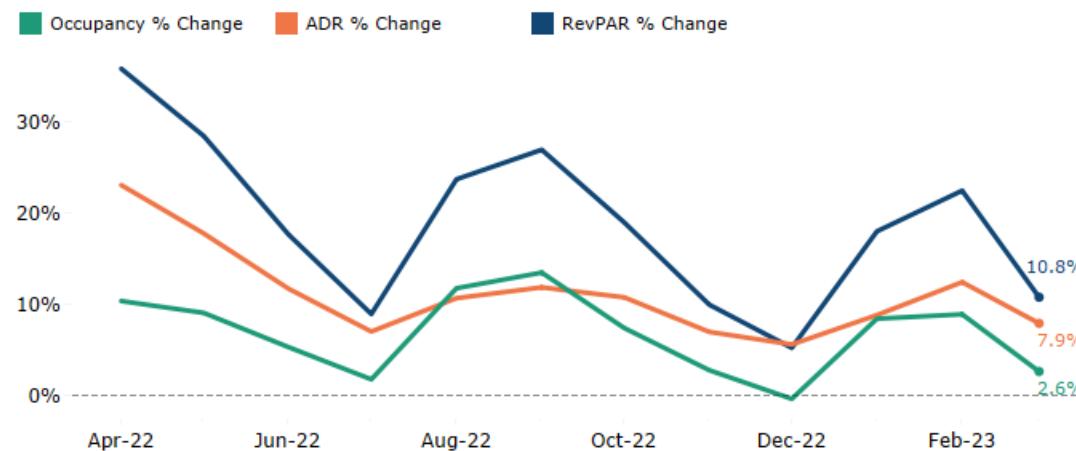


Hotel Performance					
	Occupancy	ADR	RevPAR	Supply	Demand
March 2023	<b>58.4%</b>	<b>\$117</b>	<b>\$68</b>	<b>3.3M</b>	<b>2.0M</b>
Change vs. Previous Year	▲ 2.6%	▲ 7.9%	▲ 10.8%	▼ -0.2%	▲ 2.4%
Year-to-Date	<b>50.1%</b>	<b>\$111</b>	<b>\$56</b>	<b>9.5M</b>	<b>4.8M</b>
Change vs. Previous Year	▲ 6.2%	▲ 9.3%	▲ 16.1%	▼ -0.5%	▲ 5.6%
					▲ 15.5%

Short-Term Rental Performance			
	Occupancy	ADR	RevPAR
March 2023	<b>34.4%</b>	<b>\$175</b>	<b>\$60</b>
Change vs. Previous Year	▼ -15.5%	▲ 4.8%	▼ -11.4%
Year-to-Date	<b>26.0%</b>	<b>\$162</b>	<b>\$42</b>
Change vs. Previous Year	▼ -9.8%	▲ 7.5%	▼ -3.0%

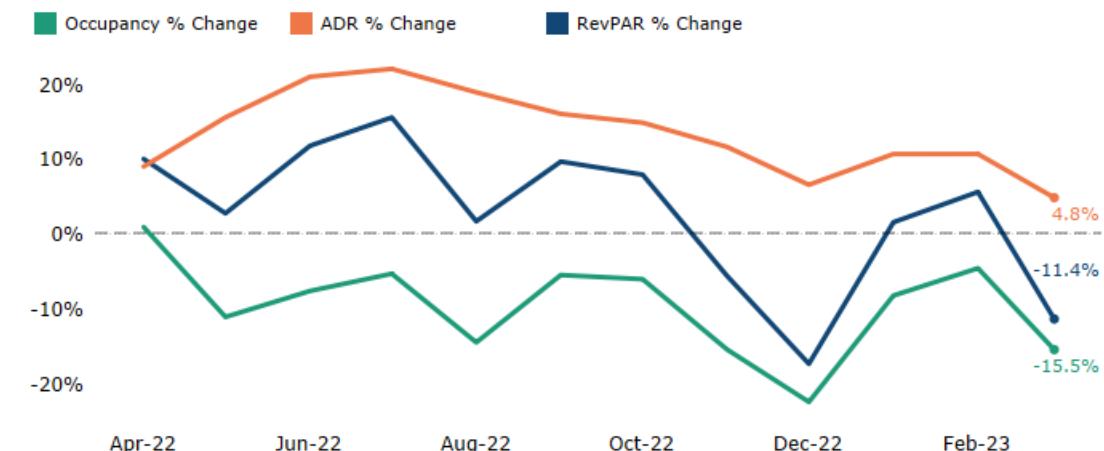
### STR Monthly Lodging Trends

% Change from Previous Year



### KeyData Short-Term Rental Monthly Lodging Trends

% Change from Previous Year



Source: STR  
Reproduction or other re-use of this data without express written permission of STR is strictly prohibited.

Source: KeyData  
KeyData listings include short-term rental properties listed by websites like Airbnb and HomeAway. Data from KeyData starts in September 2021

## Calendar Year-to-Date

## Tourism-Related Sales Revenue by Year

Calendar Year



Jan-Feb 2023  
Tourism-Related Sales  
Revenue  
**\$2.4B**  
▲ 12.7% vs. STLY  
▲ 23.4% vs. 2019

## Fiscal Year-to-Date

## Tourism-Related Sales Revenue by Year

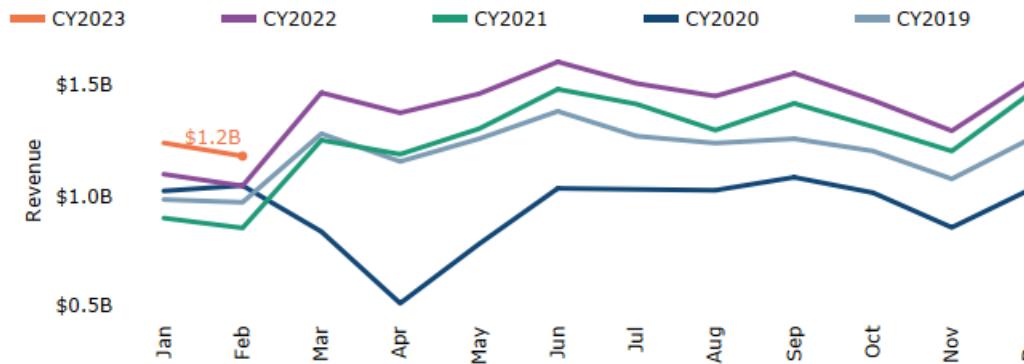
Fiscal Year



Jul-Feb FY2023  
Tourism-Related Sales  
Revenue  
**\$11.2B**  
▲ 9.0% vs. STLY  
▲ 19.1% vs. FYTD2020

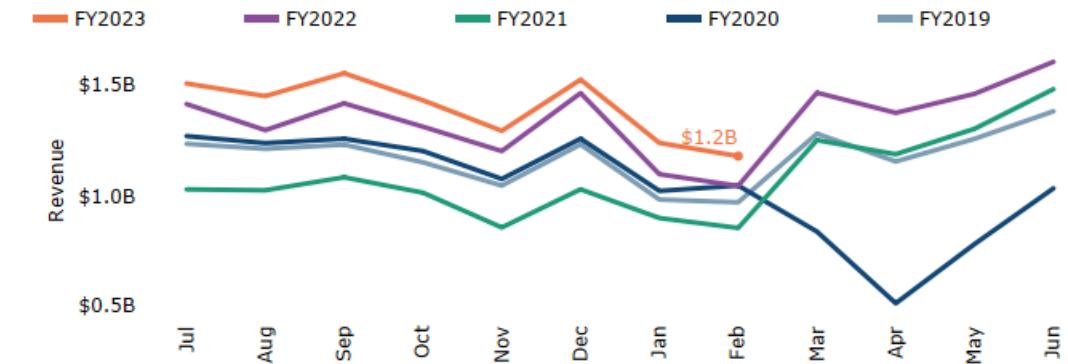
## Tourism-Related Sales Revenue by Month

Calendar Year



## Tourism-Related Sales Revenue by Month

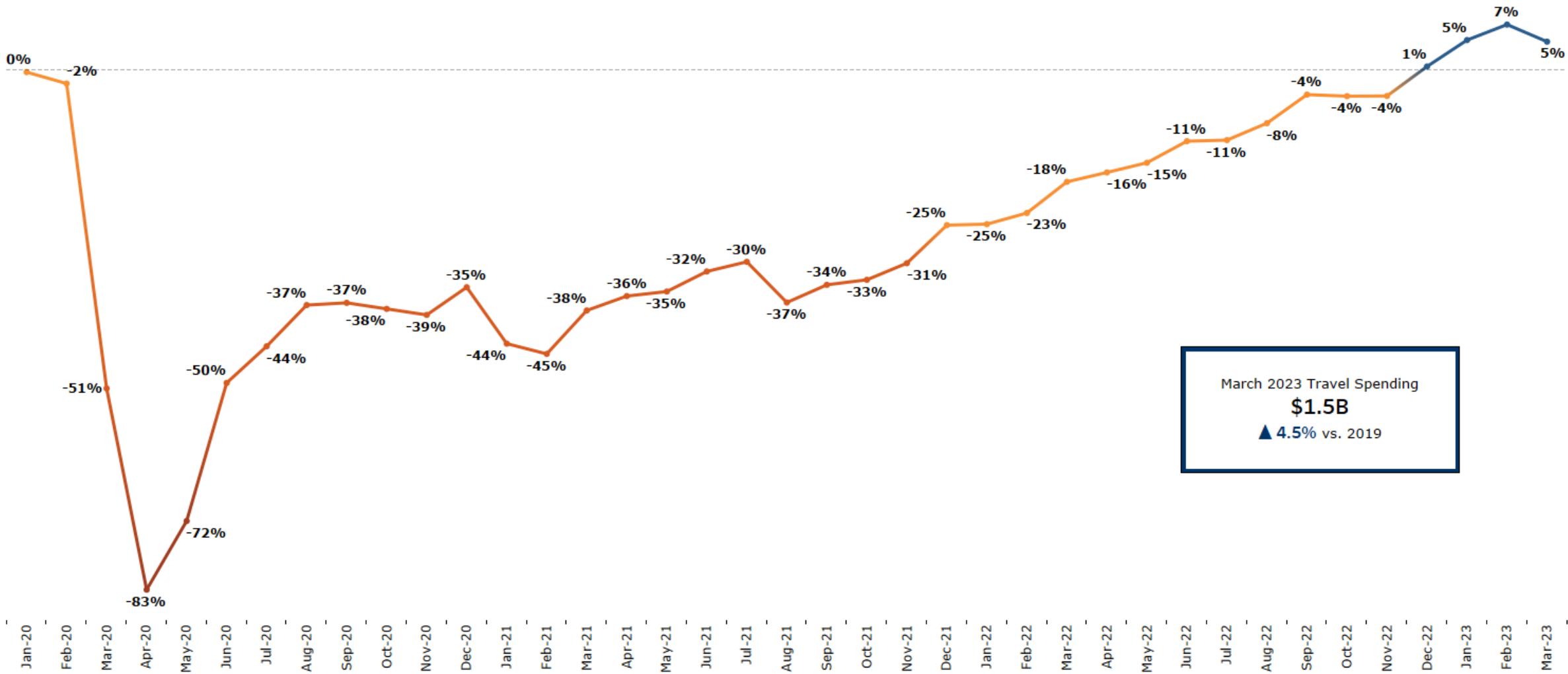
Fiscal Year



Note: NAICS codes fluctuate by month and by season even in a normal year  
STLY = Same Time Last Year

## Travel Spending in Missouri

% Change from the same month in 2019

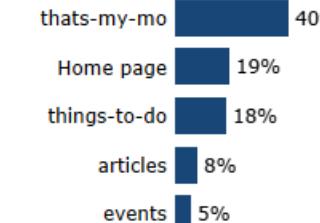


March 2023 Travel Spending  
\$1.5B  
▲ 4.5% vs. 2019

## Calendar Year-to-Date



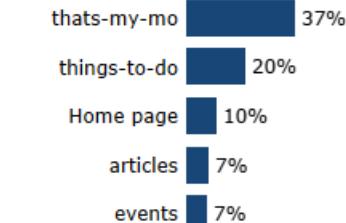
### Top Content



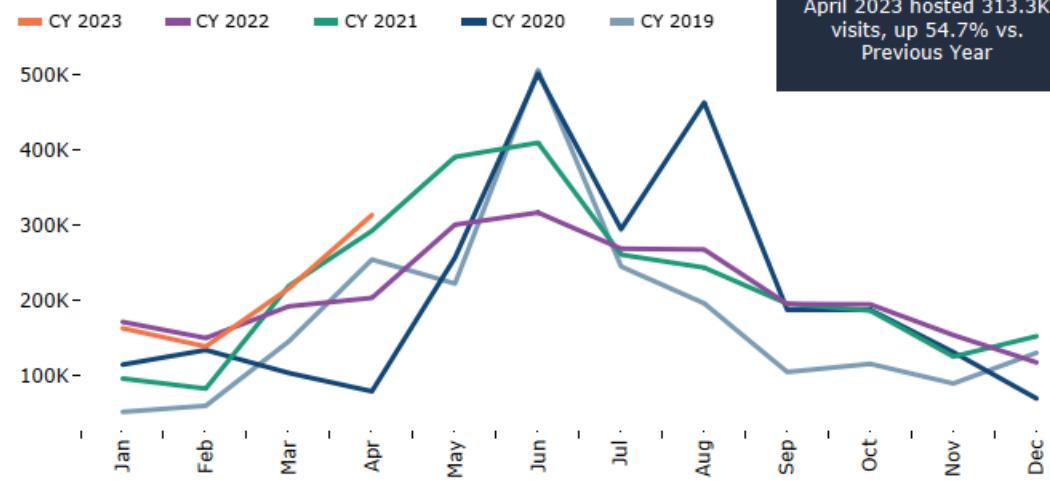
## Fiscal Year-to-Date



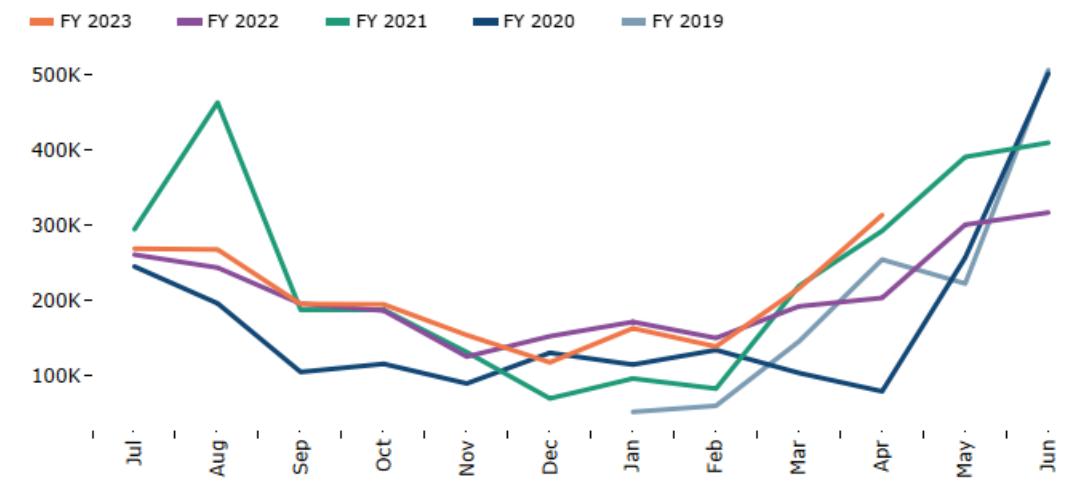
### Top Content



## Calendar Year Visits to VisitMO.com by Month



## Fiscal Year Visits to VisitMO.com by Month

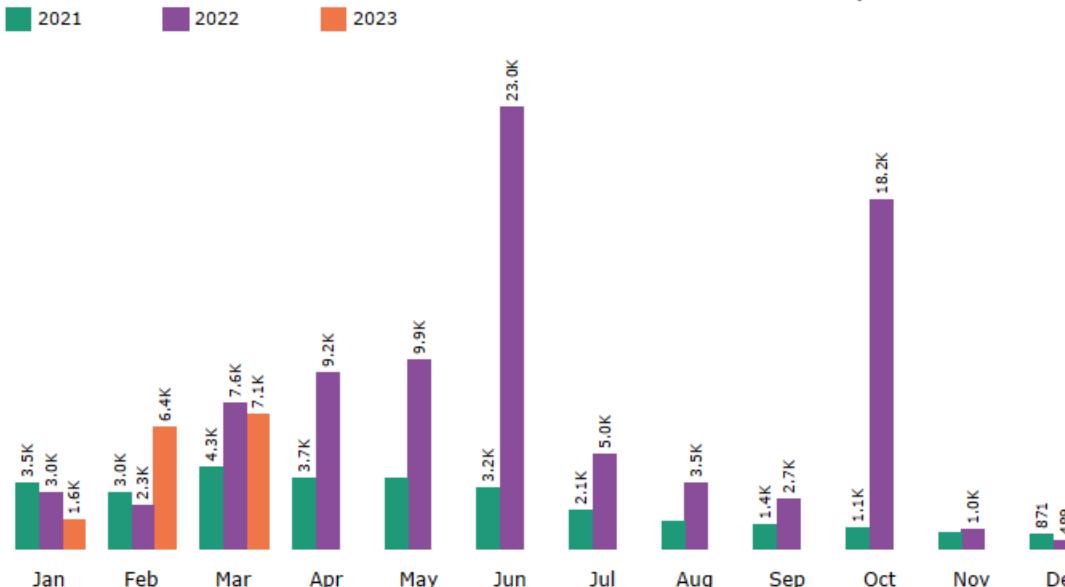


## Travel Guide Fulfillment

March 2023  
**7.1K**  
▼ -7.6% vs. STLY

Jan-Mar 2023  
**15.0K**  
▲ 16.5% vs. STLY

### Fulfillment of Travel Guide Orders from All Sources by Month



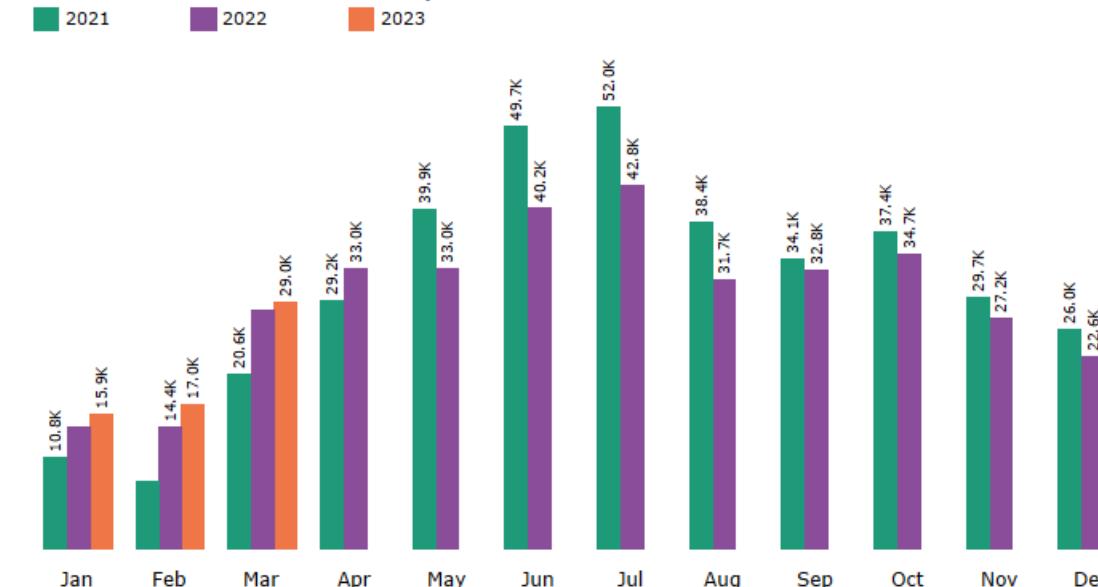
Note: Visits to the MDT website and marketing responses will always fluctuate due to seasonal travel patterns. Travel guide orders come through website orders, RSL leads and telephone calls.

## Welcome Center Visits

March 2023  
**29.0K**  
▲ 3.4% vs. STLY

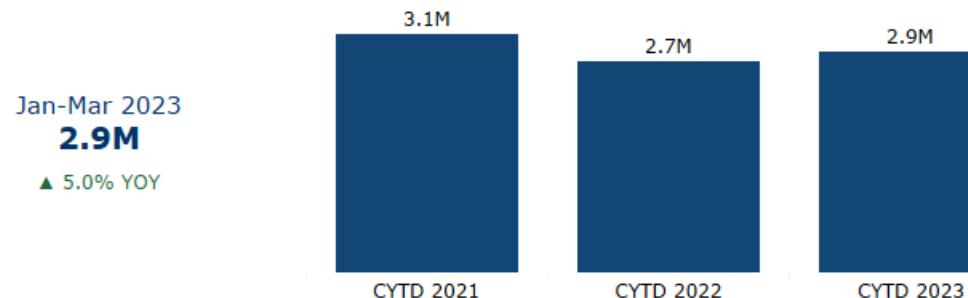
Jan-Mar 2023  
**61.9K**  
▲ 8.9% vs. STLY

### Welcome Center Visits by Month

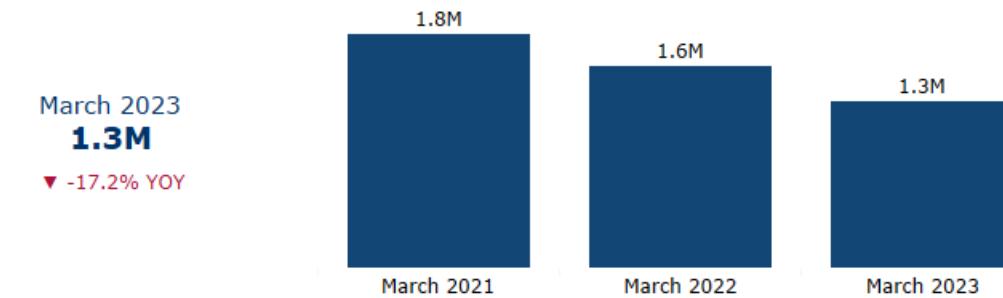


Note: The Welcome Centers were closed March 18th-May 31st due to social distancing orders. The centers started closing on weekends on 8/16/2020 (the centers were not open on weekends in 2019 from Jan-Mar.). The Kansas City Welcome Center closed at the end of September, and the Hannibal and St. Louis Centers closed at the end of October. In November 2020, the centers switched to being open only Thursday - Monday. On 2/16/2021 the centers switch to being open only Tuesday - Saturday. On 4/11/2021 the centers resumed being open on Sundays with Mondays the only closed days. On 5/10/2021 the centers started opening 7 days a week.

## Calendar Year-to-Date Visitation

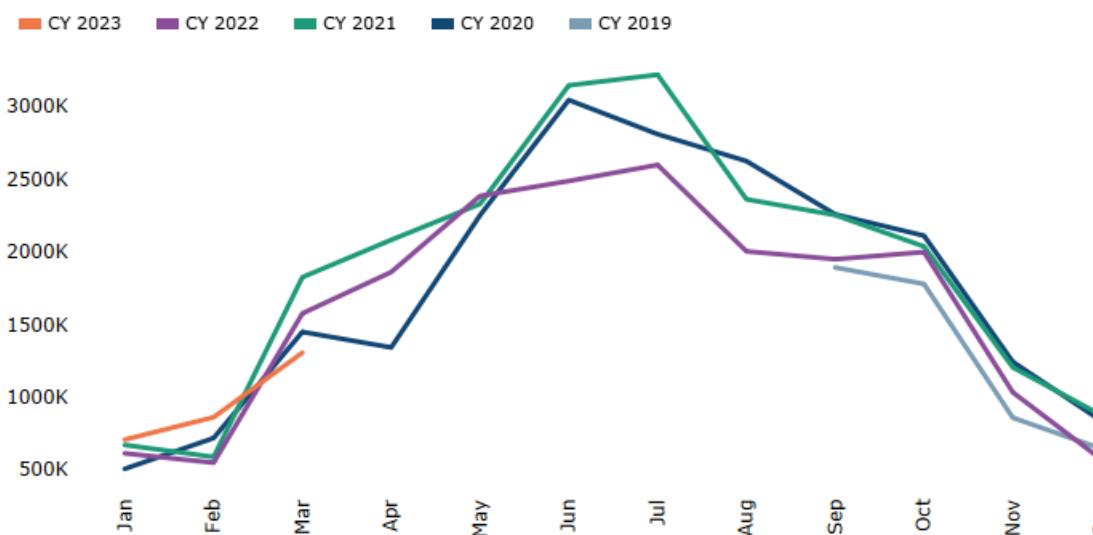


## Monthly Visitation



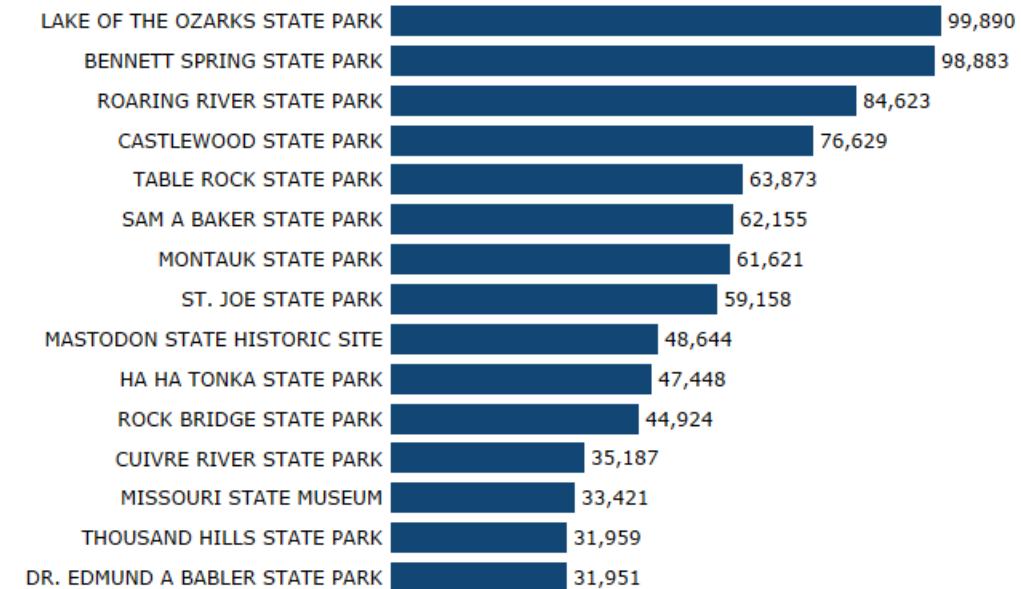
## State Parks Visitors by Month

All Missouri State Parks

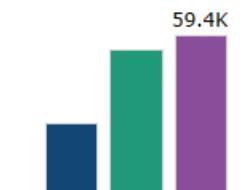


Note: Monthly state park data collection started in September 2019

## Most Visited Missouri State Parks in March 2023



## Attendance by Park

 2019
  2022
  2023


Note: The visitor centers at the Wilson's Creek NB, the George Washington Carver NM and the Harry S Truman NHS closed in mid-March 2020 due to Covid-19 precautions. Truman's home was also closed, but the farm grounds remained open. At the Gateway Arch NP, Tram Rides to the top of the Arch resumed on September 1, 2020 but the Old Courthouse remains closed for renovations.

# Airport Throughput by State

March 2023

Month  
March 2023

State 1  
Missouri

State 2  
Tennessee

State 3  
Missouri



MO State Throughput  
March 2023

1,079.6K

MOM  
▲ 13.9%

YOY  
▼ -12.0%

vs 2019  
▼ -2.4%

## Competitive Set Throughput

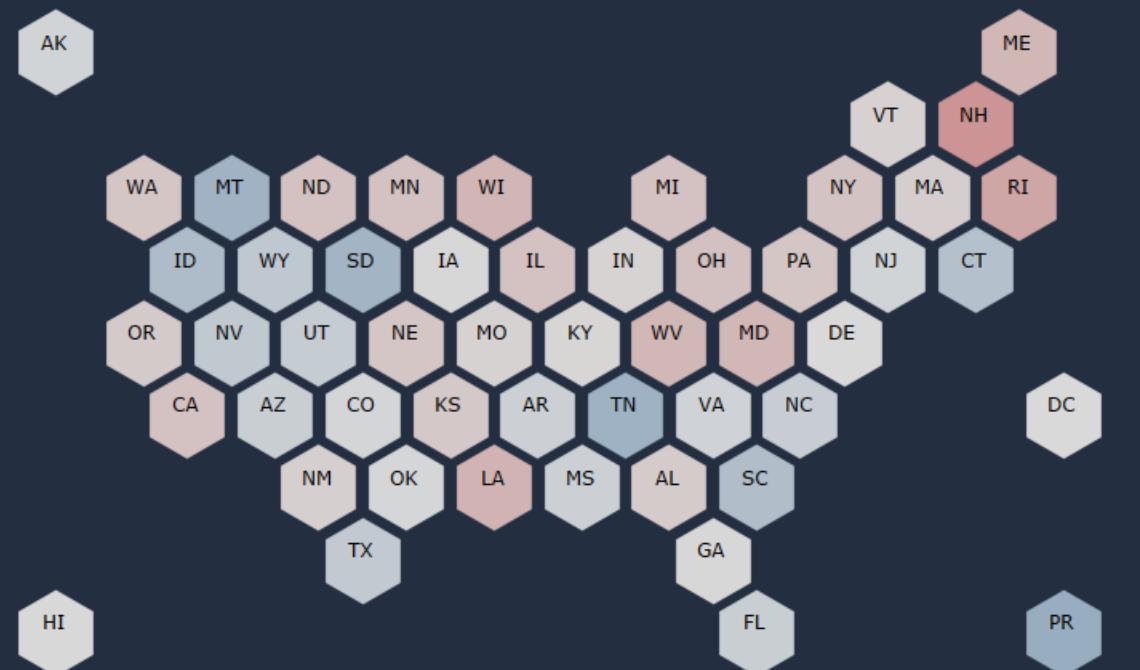
Last 6 months, vs the same months in 2019

	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
Missouri	-11%	-6%	-16%	-5%	-4%	-2%
Tennessee	4%	10%	2%	17%	18%	19%
USA	-8%	-4%	-10%	-1%	0%	-1%

## Throughput by State of Departure

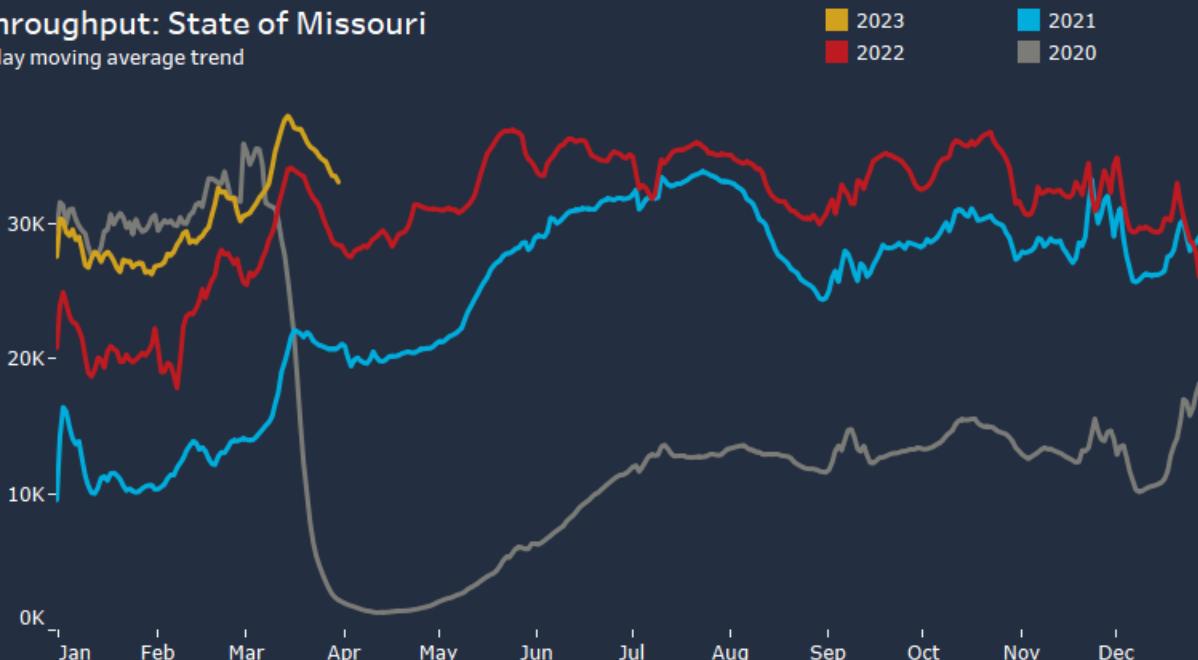
March 2023 vs the same month in 2019

Throughput %CH 2019  
-100% 100%



## Throughput: State of Missouri

7 day moving average trend



# Missouri Throughput by Airport

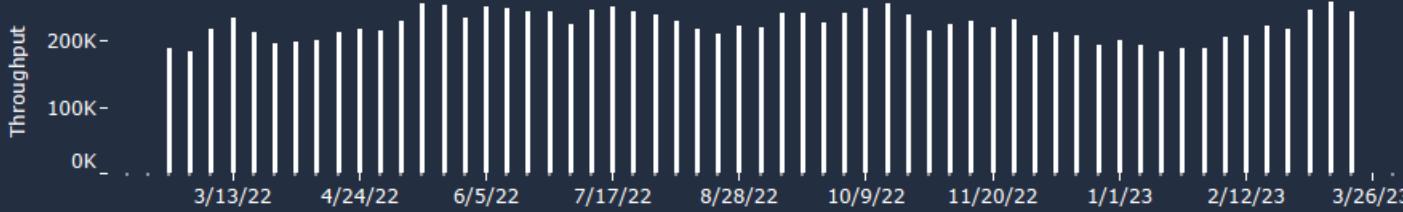
March 2023

Month  
March 2023

State  
Missouri

## Throughput by Week

State: Missouri; Airport: All



## Missouri Airports

Throughput for the last 6 months, % change compared to 2019

	Oct-22	Nov-22	Dec-22	Jan-23	Feb-23	Mar-23
St. Louis Lambert International	-9%	-6%	-15%	-4%	-4%	-4%
Kansas City International	-13%	-4%	-17%	-6%	-4%	0%
Springfield/Branson National	-4%	-4%	-9%	7%	6%	5%
Columbia Regional	-35%	-45%	-38%	-10%	-3%	-13%
Joplin Regional	-63%	-62%	-74%	-68%	-62%	-60%
Cape Girardeau Municipal	-71%	-50%	-31%	-35%	-29%	-37%
Waynesville Regional	8%	-5%	-31%	-9%	8%	1%
Kirksville Regional	-12%	-26%	-30%	27%	1%	-18%
Branson Airport	-100%	-100%				

## Map View of Airports

March 2023, % change relative to 2019

Click on airports to sort Throughput by Week chart

